

MECHANICAL REQUIREMENTS

binding method. Perfect bound
 line screen 133 (preferred) up to 150
 film. Composite film required on rates quoted,
 production charge for all ads received as mechanicals
 film reading. RRED (right reading emulsion side down)
 final trim size. $8\frac{1}{2}'' \times 10\frac{1}{2}''$
 full page bleed size. $8\frac{3}{4}'' \times 10\frac{3}{4}''$
 Double page spread trim size. $17'' \times 10\frac{1}{2}''$
 Half page spread trim size. $17'' \times 5''$
 standard head trim. $3/16''$
 safety. $1/4''$ from the gutter for spread ads and trim
 do not break a letter or an image)

parts.
 8-16 Page. Minimum of 50# weight
 1 Page. Minimum of 60# weight
 2 Page. Minimum of 80# weight
 Size. $8\frac{1}{2}'' \times 11''$ untrimmed
 ad in response card. (reader service/business reply card)
 Size of card. $5\frac{11}{16}'' \times 7\frac{3}{16}''$ (incorporates headtrim)
 Trim of card. $5\frac{1}{2}'' \times 7''$
 Weight. 75# high bulk
 on in card.
 Size. $5'' \times 6\frac{1}{2}''$ maximum. Anything larger must be
 polybagged and will be mailed as third class material.

SPECIAL INSERTS

ad-in sections (SSI & BRC). From 2-16 pages. Additional
 sets include production, advertising, and mailing fees.
 reduction fees.

Pretrim fee—\$650.00
 Bind-in fee/SSI—\$1,000.00 per page*
 Bind-in/BRC fee—\$500.00*
 (*If accompanies a full page ad)
 Pocket Fee—\$500.00

overlaid fees.
 SSI—\$4025.00 (not accompanied by a full page ad)
 SSI/BRC—\$500.00 (if accompanied with ad)

mailing Rates.
 SSI more than 4 pages, must also pay 3rd class mail,
 polybag fee, and slip sheet (printing and inserting).
 *SSI, 4 pages or less (flat fee). Rates—.50 per lb.

CIRCULATION Rates for 3rd class are:

• 16 x # of pieces
 • # of pieces x weight (ounces)/16
 • 75 x # of lbs.
 DISTRIBUTION \$.50 per lb. (.50 x # of lbs.)

• Mailing costs and production fees are non-commissionable.
 reservations.

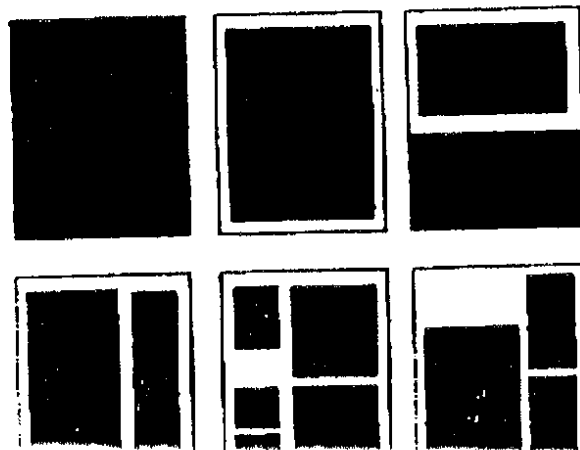
• Must be made 6 weeks prior to regular reservation deadline
 for that issue. See Publishing Schedule.

Shipping Instructions.

• Ship directly to printer.

SPECIFICATION REQUIREMENTS

SIZE	WIDTH	DEPTH
Double page spread (bleed)	$17\frac{1}{4}''$	$10\frac{3}{4}''$
Double page spread (non-bleed)	$16\frac{1}{2}''$	$10''$
Half page spread (bleed)	$17\frac{1}{4}''$	$5\frac{1}{4}''$
Half page spread (non-bleed)	$16\frac{1}{4}''$	$4\frac{3}{4}''$
Full page (bleed)	$8\frac{3}{4}''$	$10\frac{3}{4}''$
Full page (non-bleed)	$7\frac{3}{4}''$	$10''$
2/3 page (horizontal)	$7\frac{1}{2}''$	$6''$
2/3 page (horizontal/bleed)	$8\frac{3}{4}''$	$6\frac{1}{2}''$
2/3 page (vertical)	$4\frac{3}{4}''$	$9\frac{1}{2}''$
2/3 page (vertical/bleed)	$5\frac{1}{2}''$	$10\frac{3}{4}''$
Half page (horizontal)	$7\frac{1}{2}''$	$4\frac{3}{4}''$
Half page (horizontal/bleed)	$8\frac{3}{4}''$	$5\frac{1}{4}''$
Half page (vertical/island)	$4\frac{1}{2}''$	$7''$
1/3 page (horizontal)	$4\frac{1}{2}''$	$4\frac{3}{4}''$
1/3 page (vertical)	$2\frac{1}{4}''$	$9\frac{1}{2}''$
1/3 page (vertical/bleed)	$3''$	$10\frac{3}{4}''$
1/6 page	$2\frac{1}{4}''$	$4\frac{3}{4}''$
1/8 page	$2\frac{1}{4}''$	$3\frac{1}{2}''$
1/12 page	$2\frac{1}{4}''$	$2''$



Publishing Schedule 1996

Issue	Reservation	Materials	On Sale
January	Oct 13	Nov 1	Dec 21
February	Nov 15	Dec 1	Jan 21
Spring Quarterly	Nov 15	Dec 1	Feb 1-Apr 3
March	Dec 15	Jan 2	Feb 21
April	Jan 15	Feb 1	Mar 21
May	Feb 15	Mar 1	April 21
June	Mar 15	April 1	May 21
Summer Quarterly	Mar 15	April 1	June 1-Sept
July	April 15	May 1	June 21
August	May 15	June 3	July 21
September	June 14	July 1	Aug 21
Fall Quarterly	June 14	July 1	Sept 1-Nov 1
October	July 15	Aug 1	Sept 21
November	Aug 15	Sept 2	Oct 21
Winter Quarterly	Aug 15	Sept 2	Nov 1-Jan 3
December	Sept 16	Oct 1	Nov 21

Published 12 times per year.

Four additional special theme issues published quarterly in
 February (Spring), June (Summer), September (Fall), and
 November (Winter).

CONTACTS

NATIONAL ADVERTISING SALES

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 Kristen Maher, Sales Assistant
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EDITORIAL

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 Roy Parkhurst
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 (904) 375-3705

DESIGN/PRODUCTION

Cindy Troupin
 Beth Jahreis
 (904) 375-3705

SHIP ADVERTISING MATERIALS TO:

JAZZIZ Magazine
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 Gainesville, FL 32606
 (904) 375-3705
 FAX: (904) 375-7769

8809670907